

## **Historic, Archive Document**

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62.23

# HEBERLING GLADIOLUS

BETTER BLOOMING BULBS

CORN BELT GROWN

INCORPORATED

J. H. Heberling

Easton, Illinois, U. S. A.

J. S. Heberling

Fall price list

## GLADIOLUS BULBS... DIGGING TIME PRICES

### SEPTEMBER 1943

We are listing at this time only Gladiolus bulbs because of the shortage of labor we cannot spare help at this time for the digging of Regale Lilies and the packing and shipping of Regale Lilies and Tulips. The harvesting of the gladiolus bulbs will require all of our time and we will do well to get them all out before freezing weather.

Since the war started we have lost eight of our experienced men to the service. Son Jack being the last to go because he is married and has a daughter, Gretchen. He is now in the navy. If we have failed to answer any of your letters this summer or if we have been slow in answering it is because we have been very short of help and hence could not find time to do many things that needed to be done and that we would like to do. So please bear with us and we will do our best to meet your requirements.

**BULB CROP.** We have reduced our acreage this season because of the labor situation and hence will have less stock to offer. The prospect is for a crop of good quality but smaller in bulk. We will start digging this month.

**SHIPMENTS.** We cannot promise to ship before January because we cannot dig, clean and grade for shipping before that time.

**EXTRAS.** You will all have liberal extras included in your shipment and if you want something special as to variety please advise and we will do our best to include this variety.

**ORDERS.** The planting of Gladiolus is much reduced by all growers this season. (Some growers have discontinued entirely.) We are no exception, our planting is smaller and we will not get out a catalog this season. The demand will be heavier than the supply of bulbs. We therefore suggest that you order early from this list and not wait until we get out a later list, because I am quite sure we will be sold out of a number of varieties from this first list.

**SECOND CHOICE.** We also suggest that you make a second choice in your first order because some stocks are small and a whole-sale order at any time may take all of the large bulbs of one variety.

**PRICES.** Prices are necessarily higher because of the greatly increased cost of production. Our labor is costing us about double what it did two to three years ago. Hence we must ask higher prices for bulbs.

We are listing very few small bulbs and bulblets this season because we did not plant as many bulblets as usual.

## PREPAID PRICES

**OUR GUARANTEE.** We guarantee all bulbs purchased from us to be true to name, up to size and free of disease and insect pests. So certified by Chief Plant Inspector of the State of Illinois.

**DISCOUNTS.** On orders amounting to \$10.00 or up to \$15.00 you may deduct 10% discount for cash with order. Orders from \$15.00 up you may deduct 15% discount for cash with order. We will reserve your order if 25% is remitted with order, balance C.O.D. or cash before shipment.

**SHIPMENTS.** All bulbs offered under this heading are shipped by us, carrying charges prepaid, by either Parcel Post or Express. We will use our judgment as to which is safer and cheaper. All larger orders by Express. If your Express address is not the same as your Post Office, please advise when ordering.

**SIZE.** All bulbs listed below are blooming size but the large bulbs offered will generally make larger flowers than the medium size bulbs. Five bulbs may be purchased at the ten rate if desired.

VARIETY	Per	Large	Medium
ALADDIN (Palmer). A huge ruffled salmon.....	2	\$ .16	\$ .10
	10	.70	.40
ALGONQUIN (Palmer). A brilliant red.....	2	.18	.14
	10	.80	.60
AMERICAN COMMANDER. A tall rich red.....	2	.35	.25
	10	1.50	1.00
AVE MARIE (Pfitzer). A good medium blue.....	2	.15	.10
	10	.60	.40
BADGER BEAUTY (Krueger). An exquisite lav-ender.	1	1.00	.75
BAGDAD (Palmer). A very tall smoky rose.....	2	.15	.10
	10	.60	.30
BANCROFT WINSOR (Winsor). Large light orange	1	.50	.35
	10		2.50
BARCAROLE (Palmer). Large ruffled orange.....	2	.15	.10
	10	.60	.30
BEACON (Palmer). Bright red, cream blotch....	2	.15	.12
	10	.60	.30
BEAUTIFUL DREAM (Canine). Large light pink	2	.25	.15
	10	1.00	.60
BINGO (Canine). A huge, soft cream. Picardy seedling.....	2	.20	.12
	10	.80	.50
BLACK OPAL (Errey). A very dark, rich red.....	2	.25	.18
	10	1.00	.60
BLUE ADMIRAL (Christ). Medium blue of merit	2	.15	.10
	10	.60	.30
BLUE BEAUTY (Pfitzer). A giant light blue.....	2	.18	.12
	10	.80	.50
BRITISH COLUMBIA GIANT. Large ruffled salmon.....	1		.75
	10		6.00
CAMELLIA (Palmer) White tinted pink.....	2	.15	.10
	10	.60	.30
CAPE COD (Winsor) Outstanding lilac pink.....	1	1.00	.75
CAPEHEART (Winsor). A light salmon rose of much merit.....	1	.10	2—.15
	10	.80	.50
COLOSSUS (Mitsch). An excellent pink.....	2	.15	.10
	10	.60	.40
COMMANDER KOEHL (Pfitzer). Giant dark red	2	.15	.10
	10	.60	.35
CONQUEST (Mitsch). Large light salmon.....	2	.16	.12
	10	.70	.40
CORAL GLOW (Ellis). An immense orange.....	1	.10	2—.15
	10	.80	.50
CORONA (Palmer). Very large cream.....	1	.15	.10
	10	1.20	.80
CREVE COUER (Young). Large smoky orange...	2	.15	.10
	10	.60	.30
CRINKLED CREAM (Ellis). A large ruffled cream	1	2.50	1.75
C. W. GANNETT (Chamberlin). An immense smoky. Outstanding.	1	1.50	1.00
DEBONAIR (Palmer). Outstanding late pink....	2	.15	.10
	10	.60	.30
DIANE (Krueger). Tall salmon orange.....	1	.15	.10
	10	1.20	.80
DR. F. E. BENNETT. Outstanding orange.....	2	.15	.10
	10	.60	.40
DREAM O' BEAUTY (Zimmer). Large American Beauty.....	2	.15	.10
	10	.60	.40
EDITH GRACE (Harder). Large white with blotch	1	.15	.10
	10	1.20	.80
ETHEL CAVE COLE (Cave). An unequaled light pink.....	1	.15	.10
	10	1.20	.80

VARIETY	Per	Large	Medium
FLAMING METEOR (Ellis). Flaming red.....	2	.15	.10
	10	.60	.40
FLORA FARMER (Quackenbush). Large rose pink white throat.....	1	.10	2—.15
	10	.80	.50
GERTRUDE SWENSON (Swenson). Tall perfect lavender.....	2	.15	.10
	10	.60	.40
GOLDEN CHIMES (Ellis). Large ruffled yellow...	2	.18	
	10	.80	
GOLDEN CUP (Palmer). Deep rich yellow.....	2	.15	3—.10
	10	.60	.30
GRAND SLAM (Salbach). Ruffled orange, very good.....	2	.15	2—.10
	10	.60	.40
GRETA GARBO (Salbach). Large blush white. Great merit.....	2	.25	.15
	10	1.00	.65
GUERDON (Ball). A deep, rich rose.....	1	.15	.10
	10	1.00	.60
HERITAGE (Ristow). An immense pink.....	2	.15	.10
	10	.60	.40
HINDENBURG'S MEMORY (Pfitzer). A giant red. Medium shade .....	1	.10	3—.18
	10	.80	.50
HINEMOA (Doney). Deep rose, yellow throat....	2	.18	2—.10
	10	.80	.40
HOPEDALE (Winsor). A large flesh pink.....	1	.30	.20
	10	2.40	1.60
IMPERIAL PURPLE (Arenius). A tall purple of merit.....	1	.75	.50
	10	6.00	4.00
IRAK (Mitsch). A tall silvery gray.....	2	.15	3—.10
	10	.60	.30
ISOLA BELLA (Pfitzer). A good lavender pink....	2	.15	3—.10
	10	.60	.30
IVORY KEYS (Ellis). Outstanding cream white..	1	.15	.10
	10	1.20	.80
JALNA (Palmer). A multi-colored smoky.....	2	.15	.10
	10	.60	.40
J. D. Sez (Ellis). Orange pink and cream.....	1	.15	.10
	10	1.20	.80
J. S. BACH (Pfitzer). A grand big orange.....	2	.15	.10
	10	.60	.40
KASSEL (Pfitzer). A large red.....	2	.15	3—.10
	10	.60	.30
KING ARTHUR (Arenius). A heavily ruffled lavender.....	2	.15	3—.10
	10	.60	.30
KING LEAR (Palmer). A ruffled deep purple....	2	.18	.10
	10	.70	.40
KING WILLIAM (Schenetsky). Outstanding soft salmon.....	1	.15	.10
	10	1.20	.80
LADDIE (Wilson). A huge pink.....	2	.15	.10
	10	.60	.40
LAVENDER QUEEN (Arenius). A magnificent lavender.....	2	.15	.10
	10	.60	.35
LEADING LADY (Johnston). An outstanding Picardy sport. White.....	1	1.00	.60
	10	8.00	5.00
LEGEND (Fischer). Large light pink.....	1	.25	.15
	10	2.00	1.20
LIBERATOR (Colonial). A large red.....	1	.25	.15
	10	2.00	1.20
LUCIFER (Errey). Great orange scarlet.....	2	.15	.10
	10	.60	.35
MAID OF ORLEANS (Pfitzer). Most excellent white.....	2	.15	3—.12
	10	.60	.30
MANOAH (Aus.). An outstanding lavender.....	1	.15	.10
	10	1.20	.80

(PREPAID PRICES CONTINUED OTHER SIDE)





PREPAID PRICES—Continued

VARIETY	Per	Large	Medium
MARGARET BEATON (Twomey). Large white scarlet blotch .....	2 10	.18 .80	.12 .50
MARGUERITE (Pommert). Large clear pink ....	1 10	.20 1.60	.10 .80
MAROCCO (Pfitzer). Darkest red to date.....	2 10	.15 .60	3—.10 .30
MASTER MYRON (Krueger). Giant super red ...	1 10	.20 1.60	.12 1.00
MILFORD (Aus.). Large light blue.....	2 10	.15 .60	3—.12 .30
MINUET (Coleman). Most popular lavender.....	2 10	.15 .60	3—.12 .30
MISS BLOOMINGTON (Kunderd). Best standard	2 10	.15 .60	3—.12 .30
MISS NEW ZEALAND (N. Z.). Giant light pink ..	2 10	.18 .80	2—.12 .50
MIXED EXHIBITION BULBS. Assorted colors, large blooms.	10	.60	.35
MOHAWK (Stevens). Very tall deep maroon.....	1 10	.25 2.00	.15 1.20
MOORISH KING (Pfitzer). Giant ruffled dark red	1 10	.10 .80	2—.15 .50
MOTHER KADEL (Kadel). Good medium yellow	1 10	.15 1.20	.10 .75
MOTHER MACHREE (Stevens). Golden smoky of great beauty .....	2 10	.15 .60	3—.12 .30
MRS. MARKS MEMORY (Pfitzer). Outstanding reddish violet.....	1 10	.75 6.00	.40 3.20
MYRNA (Pruitt). A large creamy white .....	1 10	.15 1.20	.10 .80
NEW ERA (Ellis). Fluted and ruffled pink .....	2 10	.15 .60	3—.12 .35
OLIVE MARIE BROWN. Rich yellow laciniated Prim.....	2 10	.15 .60	3—.12 .35
ORANGE BUTTERFLY (Salbach). Glowing orange Prim.....	2 10	.15 .60	3—.12 .35
OREGON GOLD (Majeski). Very large light yellow	1		1.50
OREGON STATE (Bones). Picardy seedling, outstanding, lighter than Picardy.....	1 10	.10 .80	2—.15 .50
PEGGY LOU (Wilson). Tall shrimp pink .....	2 10	.15 .60	3—.12 .30
PELEGRINA. Deep, dark blue.....	2 10	.15 .60	3—.12 .35
PICARDY (Palmer). Giant popular pink .....	2 10	.15 .60	3—.12 .30
PICARDY SPECIAL. An improved Picardy .....	1 10	.10 .80	2—.12 .50
PRESTIGE (Winsor). Large salmon pink .....	1 10	.20 1.60	.10 .80

VARIETY	Per	Large	Medium
PURPLE BEAUTY (Roozen). Velvety rich violet red.....	1 10	.10 .80	2—.15 .50
RED LIGHTNING (Pruitt). Flashing scarlet, long flower head, many open .....	1 10	.10 .80	2—.12 .50
RED LORY (Pfitzer). Rich rose red. Many open ..	2 10	.15 .60	3—.12 .30
RED PHIPPS (Briggs). Light flashing red.....	2 10	.15 .60	3—.12 .30
REWI FALLU (Fallu). A giant Australian red....	2 10	.15 .60	3—.12 .30
ROBERT SHIPPEE (Winsor). Large pure white with throat blotch.....	1 10	.15 1.20	.10 .70
ROBERT THE FIRST (Wilkus). Rose, purple and lighter shades. Many open.....	2 10	.15 .60	3—.12 .30
ROCKET (Palmer). Bright, pure scarlet. Tall with many open .....	2 10	.15 .60	.10 .40
ROSA VAN LIMA (Pfitzer). A wonderfully clear light pink .....	2 10	.15 .60	3—.15 .40
RUDOLPH SERKIN (Pfitzer). A wonderfully large pansy blue .....	1 10	.10 .80	2—.15 .50
SANDRA (Palmer). A large, very light pink.....	2 10	.15 .60	3—.12 .30
SARASATE (Pfitzer). Very dark, rich smoky.....	2 10		.15 .60
SENSATION (Marshall). Very large, ruffled salmon rose.....	1 10	.15 1.20	.10 .70
SHIRLEY TEMPLE (Pruitt). Large ruffled cream	2 10	.16 .70	3—.15 .35
SILENTIUM (Pfitzer). A most outstanding white with throat markings.....	1 10	.15 1.20	.10 .70
SMILING MAESTRO (Christ). Large salmon rose	2 10	.15 .60	3—.12 .30
SNOW PRINCESS (Pfitzer). A tall white of much merit .....	2 10	.15 .60	3—.12 .30
SURFSIDE (Winsor). White, cream throat.....	1 10	.10 .80	2—.15 .40
SWEET ALIBI (Canine). A giant geranium pink ..	1 10	.10 .80	2—.12 .45
VAGABOND PRINCE (Palmer). A very large mahogany smoky.....	2 10	.15 .60	3—.12 .30
VREDENBURGH (Pfitzer). Large pure white.....	2 10	.18 .75	3—.15 .45
VULCAN (Stevens). An excellent purple.....	1 10	1.00 8.00	.75 6.00
WENONAH. Large pink, many open.....	1 10	.15 1.20	.10 .80
WHITE GOLD (Scheer). Outstanding pale yellow	1 10	.75 6.00	.50 4.00

WHOLESALE PRICES

Charges Collect (F. O. B. Easton)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate, 250 or more at the 1000 rate. If sold out of size ordered, will send smaller size, adding more bulbs to make full value unless you instruct to the contrary.

DISCOUNTS

On orders from this list of \$10.00 to \$20.00 you may deduct 10% for cash with order.  
On orders from this list of \$20.00 to \$50.00 you may deduct 15% for cash with order.  
On orders from this list of \$60.00 or more you may deduct 20% for cash with order.

VARIETY	Per	No. 1	No. 2	No. 3
ALADDIN .....	100 1000	\$4.00 35.00	\$3.20 28.00	\$2.80 25.00
AMERICAN COMMANDER.....	100	9.00	7.00	
AVE MARIA.....	100 1000	3.00 24.00	2.40 20.00	2.00 16.00
BAGDAD .....	100 1000	3.00 24.00	2.60 20.00	2.00 16.00
BARCAROLE .....	100 1000	3.20 28.00	2.50 22.00	1.80
BEACON .....	100 1000	3.00 24.00	2.60 20.00	2.00 16.00
BEAUTIFUL DREAM .....	100	6.00	5.00	4.00
BINGO.....	100 1000	5.00 40.00	4.00 32.00	3.00 26.00
BLACK OPAL.....	100	6.00	5.00	4.00
BLUE ADMIRAL.....	100	3.00	2.60	2.00
BLUE BEAUTY.....	100 1000	6.00 50.00	5.00 42.00	4.00 35.00
CAMELLIA .....	100 1000	2.80 24.00	2.20 20.00	1.60 16.00
CAPEHEART .....	100 1000	6.00 50.00	5.00 42.00	4.00 36.00
COLUSSUS.....	100	4.00	3.20	2.60
COMMANDER KOEHL.....	100 1000	3.00 26.00	2.40 22.00	2.00 18.00
CONQUEST .....	100	3.60	3.00	2.40
CORAL GLOW .....	100 1000	6.00 50.00	5.00 42.00	4.00 36.00
CREVE COUER.....	100 1000	3.00 26.00	2.40 20.00	2.00 16.00
DR. F. E. BENNETT.....	100	3.00	2.40	2.00
DREAM O' BEAUTY.....	100 1000	3.00 26.00	2.40 22.00	2.00 18.00
EDITH GRACE.....	100		9.00	7.00
ETHEL CAVE COLE .....	100 1000	15.00 120.00	12.00 100.00	10.00 80.00
FLAMING METEOR.....	100	3.00	2.40	2.00
FLORA FARMER.....	100	7.00	5.40	4.20
GERTRUDE SWENSON.....	100	5.00	4.00	3.20
GOLDEN CUP.....	100	3.00	2.40	2.00
GRAND SLAM.....	100	3.60	3.00	2.40
GRETA GARBO.....	100	8.00	7.00	6.00
GUERDON .....	100	8.00	6.40	5.00
HERITAGE .....	100	3.60	3.00	2.40
HINDENBURG'S MEMORY.....	100	5.00	4.00	3.20
IRAK .....	100	3.00	2.40	2.00
ISOLA BELLA.....	100	3.60	3.00	2.40
IVORY KEYS.....	100	10.00	8.00	7.00
JALNA .....	100	4.00	3.20	2.60
KASSEL.....	100	4.00	3.20	2.60
KING ARTHUR.....	100	3.80	3.20	2.60
KING LEAR.....	100 1000	6.00 50.00	5.00 40.00	4.00 32.00
KING WILLIAM.....	100	8.00	6.40	5.00

VARIETY	Per	No. 1	No. 2	No. 3
LADDIE.....	100	5.00	4.00	3.00
LAVENDER QUEEN.....	100	4.00	3.20	2.60
LUCIFER.....	100	3.00	2.60	2.00
MAID OF ORLEANS.....	100 1000	3.00 26.00	2.60 22.00	2.00 18.00
MARGARET BEATON.....	100	6.00	4.80	4.00
MARGARET FULTON.....	100 1000	3.00 24.00	2.40 20.00	2.00 16.00
MAROCCO.....	100	3.60	3.00	2.40
MASTER MYRON.....	100	12.00	10.00	8.00
MILFORD.....	100	3.00	2.40	2.00
MINUET.....	100 1000	3.00 25.00	2.40 20.00	2.00 16.00
MISS BLOOMINGTON.....	100 1000	3.00 25.00	2.40 20.00	2.00 16.00
MISS NEW ZEALAND.....	100	4.40	3.80	2.80
MIXED EXHIBITION BULBS.....	100 1000	3.00 25.00	2.40 20.00	2.00 16.00
MOTHER MACHREE.....	100	3.00	2.60	2.00
NEW ERA.....	100 1000	3.80 30.00	2.80 24.00	2.20 20.00
OLIVE MARIE BROWN.....	100	3.00	2.60	2.00
ORANGE BUTTERFLY.....	100	3.00	2.60	2.00
OREGON STATE.....	100	6.00	5.00	4.00
PEGGY LOU.....	100	3.00	2.40	2.00
PELEGRINA.....	100	3.00	2.40	2.00
PICARDY.....	100 1000	3.00 24.00	2.40 20.00	2.00 16.00
PICARDY SPECIAL.....	100	5.00	4.00	3.00
PURPLE BEAUTY.....	100	5.00	4.00	3.00
PURPLE BEAUTY slightly mixed with Blue Beauty.	100	4.00	3.20	
RED LIGHTNING.....	100	6.00	5.00	4.00
RED LORY.....	100 1000	3.00 24.00	2.40 20.00	2.00 16.00
RED PHIPPS.....	100	3.00	2.40	2.00
REWI FALLU.....	100 1000	3.00 24.00	2.40 20.00	2.00 16.00
ROBERT THE FIRST.....	100	3.00	2.40	2.00
ROCKET.....	100	5.00	4.00	3.00
ROSA VAN LIMA.....	100 1000	3.80 30.00	3.00 35.00	2.40 20.00
RUDOLPH SERKIN.....	100	5.00	4.00	3.20
SANDRA.....	100	3.60	3.00	2.40
SENSATION.....	100	10.00	8.00	7.00
SHIRLEY TEMPLE.....	100	3.60	3.00	2.40
SNOW PRINCESS.....	100 1000	3.20 28.00	2.60 24.00	2.00 18.00
SURFSIDE.....	100	5.00	4.00	3.20
SWEET ALIBI.....	100	6.00	5.00	4.00
VAGABOND PRINCE.....	100 1000	3.60 30.00	3.00 24.00	2.60 20.00
VREDENBURGH.....	100	4.00	3.20	2.60

PLANTING STOCK AND BULBLET PRICES

PRICES ARE PER 1000 F. O. B. EASTON, ILLINOIS

VARIETY	No. 4	No. 5	No. 6	Per	Bulblots
BINGO.....	\$20.00	\$16.00	\$12.00	Qt. Pk.	\$ 8.00 40.00
CAMELLIA.....	12.00	10.00		Qt. Pk.	4.00 20.00
CREVE COUER.....	12.00	10.00	8.00	Qt. Pk.	4.00 25.00
MARGARET FULTON.....	13.00	11.00	8.00	Qt. Pk.	2.50 15.00

VARIETY	No. 4	No. 5	No. 6	Per	Bulblots
ROSA VAN LIMA.....	16.00	12.00	10.00	Qt. Pk.	4.00 25.00
REWI FALLU.....	13.00	11.00	9.00	Qt. Pk.	4.00 25.00
SNOW PRINCESS.....	14.00	12.00	9.00	Qt. Pk.	4.00 25.00
VAGABOND PRINCE.....	16.00	12.00	10.00	Qt. Pk.	3.60 20.00

P. S.—If you have an emergency order that you wish shipped in December, please advise and we will do our best to meet your requirements. We have four experienced men about which we have built our new organization and we are getting more efficient all the time. I believe our organization will be able to take care of our Fall orders O. K. but it will require a little more time than formerly. VICTORY is nearer than a year ago, now let us buy bonds and stamps and bring this war to a speedy end. Best wishes.

Sincerely,  
J. H. HEBERLING,  
Easton, Illinois.

BETTER BLOOMING BULBS  
**HEBERLING'S GLADIOLUS**  
CORN BELT GROWN  
INCORPORATED  
J. H. HEBERLING      Easton, Ill., U.S.A.

● **GLADIOLUS**

Sec. 562, P.L. & R.  
U. S. POSTAGE  
**PAID**  
Easton, Illinois  
Permit No. 1

~~U. S. Dept. of Agriculture  
Fruit & Vegetable Crops & Diseases  
Bureau of Plant Industry  
Washington, D. C.~~

*Miss Maryman  
South Bldg  
Wash. D.C.*